

MADISON GRIMM

1722 STATE STREET | LA CROSSE, WI 54601 | GRIMM.MADISON@UWLAX.EDU | (815) 262-1679

EDUCATION

University of Wisconsin-La Crosse, La Crosse, WI | Bachelor of Science, May 2019

Major: Marketing | **Minor:** Communication Studies: Organizational and Professional Emphasis | **GPA:** 3.68/4.0

Integrated Core Program, College of Business Administration, UW-La Crosse | Fall 2017

- Implemented problem-solving approach to solve ambiguous business questions by integrating marketing, management, and finance course concepts.
- Enhanced written and oral communication skills through presentation of findings.
- Consulted for local La Crosse area client by compiling research-based findings and creative solutions.

WORK EXPERIENCE

Marketing Intern, Fairbanks Morse, Beloit, WI | June 2018 – August 2018.

- Launched FM as a thought leader in the industry with their first blog
- Provided visibility of OEM parts process through value proposition statements and storytelling avenues
- Promoted company culture through creative digital content
- Managed physical collateral rebrand and made edits to new company website
- Successfully executed eight major marketing projects at once

Customer Service Associate, Walgreens, Harvard, IL | June 2015 – January 2018.

- Apply problem solving skills and build effective communication skills when working with customers.
- Learn and apply new technical knowledge to run the photo department.
- Enhance multi-tasking skills while handling numerous jobs at one time.

Wentz Hall Desk Assistant, UW-La Crosse, La Crosse, WI | September 2016 – May 2017.

- Demonstrated design skills through the creation of promotions for campus activities and events.
- Professionally represented Wentz Hall and UWL as the first face visitors see upon entry of the hall.

Summer Camp Lead Counselor, Boone County Conservation District, Belvidere, IL | June-August 2014-2016.

- Served as lead counselor of group of ten campers ages 6-11.
- Built strong teamwork skills while collaborating with co-counselors for crafts, games, and activities.
- Integrated education with camp activities and organized the daily schedule for designated group.

CAMPUS INVOLVEMENT

- Advertising Director, *The Racquet*. **February 2018 – present.**
 - Find new leads for advertising and communicate with existing clients on advertising needs
 - Assist clients by creating their advertisements
- American Marketing Association (AMA). **October 2017 – present.**
- Society for Human Resource Management (SHRM) **September 2015 – May 2018.**
 - Marketing Coordinator – **October 2016 – May 2018.**
 - Promote club membership, run social media accounts, publish monthly newsletters

HONORS AND AWARDS

- Dean's List Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018.
- University of Wisconsin – La Crosse Midwest Student Exchange Program Recipient